

AMENDMENTS TO THE SPECIFICATION:

Please replace the paragraph beginning at page 3, line 1, with the following amended paragraph:

While not wishing to be bound by any theory, it is believed that, when the second activatable adhesive layer is discontinuously distributed, the gaps or spaces (or discontinuities) in the second activatable adhesive layer may assist the shape memory of the design. The discontinuities in the second activatable adhesive layer may not only provide expansion room for the adhesive when deformed but also prevent the adhesive from flowing into the deformation voids in the adjacent, stretched flock layer by reducing the total mass while still providing effective point-by-point adhesion. The discontinuities are preferably retained after the design is bonded to a suitable substrate. When the second discontinuous activatable adhesive is activated to bond the design to a desirable substrate, it is believed that the second discontinuous activatable adhesive layer soaks, flows, or “wicks” down into the substrate, vertically not laterally, on which the design or transfer is mounted maintaining the voids. This wicking can allow the substrate and the design to stretch at the same rate and reform to their respective original shapes without permanent deformation of either the substrate and the design or the interface between them.

Please replace the paragraph beginning at page 5, line 15, with the following amended paragraph:

As shown in Fig. 1, a direct flocked design according to the present invention is shown. The design 10 has an elastic film 12, a first activatable (continuously distributed) adhesive layer 13 bonded to one side of the elastic film, a second activatable, discontinuously distributed, adhesive layer 11 that is applied to the other side of the elastic film, and a plurality of flock fibers 14 that are flocked onto the first activatable adhesive layer. The substantial elasticity imparted by the elastic film to the design 10 is shown in Figs. 5 and 6. Fig. 5 depicts the design 10 in a non-stretched position while Fig. 6 depicts the design 10 in a fully stretched position.